

CREATIVE BRIEF

Client: WWF	Project Name: PR	Date: 04.06.2019
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Challenge:

What is the business challenge? Include details of the product / service we are selling plus our job.

WWF is one of the world's largest independent conservation organisations, active in nearly 100 countries. It's supporters – more than five million of them – are helping us to restore nature and to tackle the main drivers of nature's decline, particularly the food system and climate change.

We've lost over 60% of wildlife populations since 1970. Food production a leading driver of this biodiversity loss globally and it is the primary contributor to deforestation and over-fishing, which in turn contributes to climate change, exacerbates human crises and devastates nature.

WWF's mission is to create a future where people and nature thrive. There can be no greater threat to people and wildlife than this.

WWF wants to tell this story and drive systemic change through a high-profile campaign to end deforestation caused by food production by biggest brands around the world. This basically means that the leading cause of global deforestation is food production, due primarily to agricultural expansion around the globe to grow crops to feed the increasing livestock populations. We want consumers to be able to trust the major brands they buy from to be doing the right thing for our planet.

The aim of this is brief is to come up with a creative PR idea that will engage and inform the target audiences specified in the brief and get the key message across that we all need to produce better and consume more wisely. That's the message, but it will take entire sectors, platforms or even countries to move the needle.

Target Audience:

Who are we talking to? Describe them succinctly in terms of demographics, job role, responsibilities etc.

Primary:

Curious Learner population is an influential audience who are poised to inspire conversations and dialogue about future food challenges.

Curious Learners are a diverse group of individuals, primarily millennials. These tech-savvy individuals are smart but want to get even smarter. They love to use information as social currency to shape cultural conversations, readily sharing the information and insights they gather. They are voracious readers and consumers of digital media; they favour podcasts, TED Talks, The Atlantic and festivals like SXSW. Many of these individuals are deeply sceptical of food and ag experts and have limited understanding of modern farming.

Secondary: Journalists who regularly write about similar topics for publications and influencers with platforms that serve your target audience.

Insight:

What is the key thing / nugget that will act as the catalyst for the strategy and creative work?

When we think of food, we tend to think of all the great things that come with it. The tastes, the aromas, the memories of special times celebrated. What we don't think about is the

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natural capital that went into producing our food. It's shocking to think we've cleared an area roughly the size of South America to grow the world's crops, and an area the size of Africa to raise and feed livestock. The food we eat is destroying nature and we don't even know it. Even meat reared locally is often fed on crops that have directly contributed to deforestation. We are forced to put our trust in food companies and they are betraying us, trampling over the planet for commercial gain. We need the retailers, restaurants and brands we buy from to help us make that choice and eliminate food that causes deforestation.

Strategy:

What is our plan of attack?

Raise awareness and create huge public noise around the astonishing scale of the deforestation disaster and the direct link to our food. The true extent of the damage caused by our food is a hidden story, but we need to expose it. Land the blame on the shoulders of food companies, spurring them into action to deliver on 2020 zero deforestation commitments with a new target set for 2025. They need to feel the weight of public interest and scrutiny as a threat to both their brand reputation and sales. Mobilise and incentivise government to support change through legislation.

Key Message:

What is the single most important thing we want to say? This is our promise to the customer.

Stop food from being one of the main causes of deforestation around our planet.

SUPPORT TO THE BRIEF

Supporting Points and Messaging:

What do we have to back up the promise? These are our 'reasons to believe'.

- We're accelerating disastrous climate change by mass deforestation, cutting down roughly one football pitch every 2 seconds
- 24% of global greenhouse gas emissions are associated with food, more than the entire transport sector. (Livestock accounts for 14.5% – the same as the transport sector)
- We've cleared an area roughly the size of South America to grow the world's crops, and an area the size of Africa to raise and feed livestock.
- Food production is a major driver of wildlife extinction. Clearing land for food production has destroyed crucial habitats.
- We waste 30% of the food we produce, which means all the land, water and energy resource is also binned

Personality:

What would the brand be like as a person? Our characteristics, attitudes and tone of voice.

Magician – organisations with that archetype in mind are often very successful serving as catalysts for change; turning problems into opportunities; reframing difficulties; empowering people, teams, and networks; and creating flexible, win/win solutions for all involved in a situation.

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Brand DNA: Bold, Inspiring, empowering and dynamic

Specific Creative Deliverables:

What is the communications strategy? Detail specific executions required, their roles and timings.

10 slide PowerPoint presentation saved as a PDF & named your country names e.g. 'Australia.pdf'
Contestants should use at least 2 elements or channels that are predominantly PR driven.

The written submission (max 450 words):

Describe the creative idea (150 words)

Potential for industry impact

Describe the strategy (150 words)

Target audience, target media, PR planning, approach

Describe the execution (150 words)

Implementation of PR activities, timeline, scale